

Fig. 1
ITV System

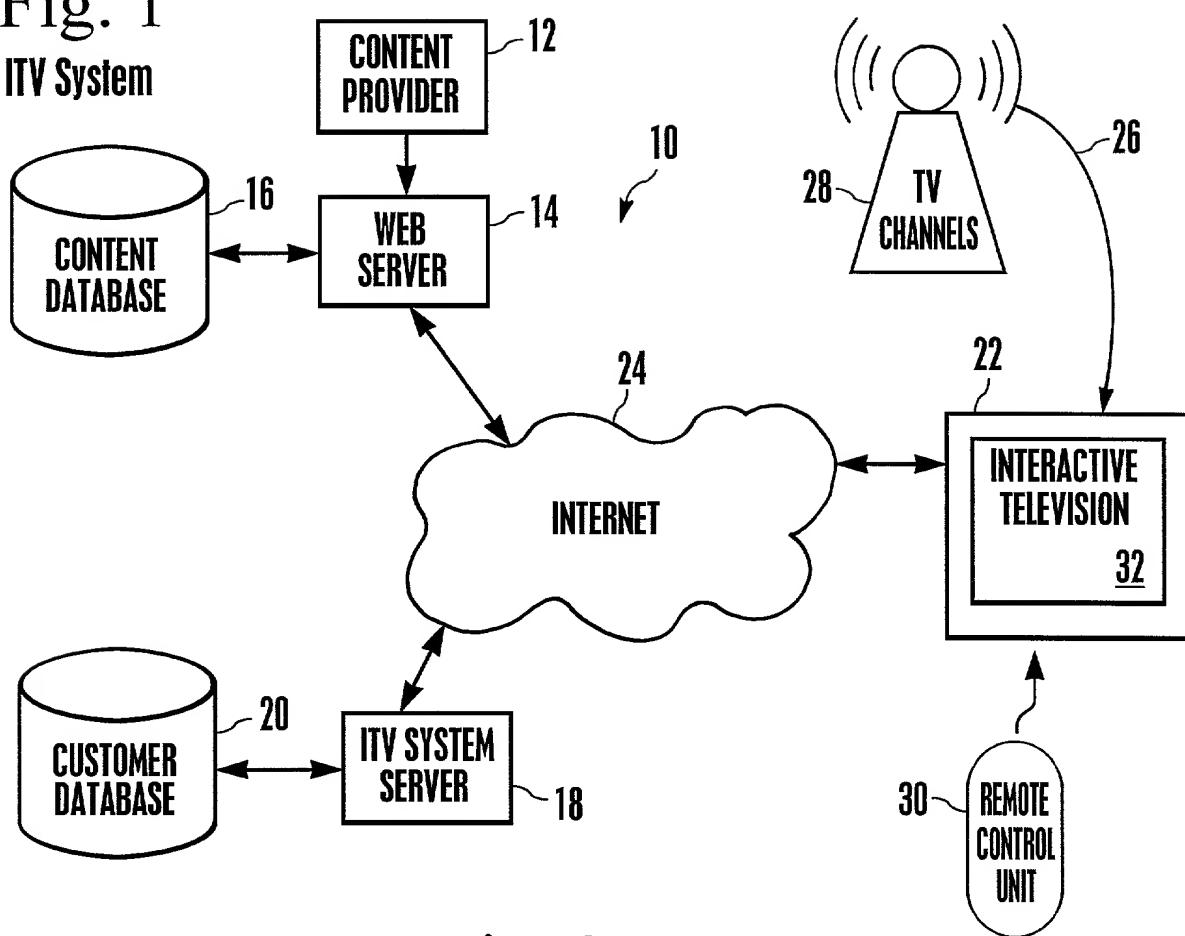


Fig. 2
ITV Set

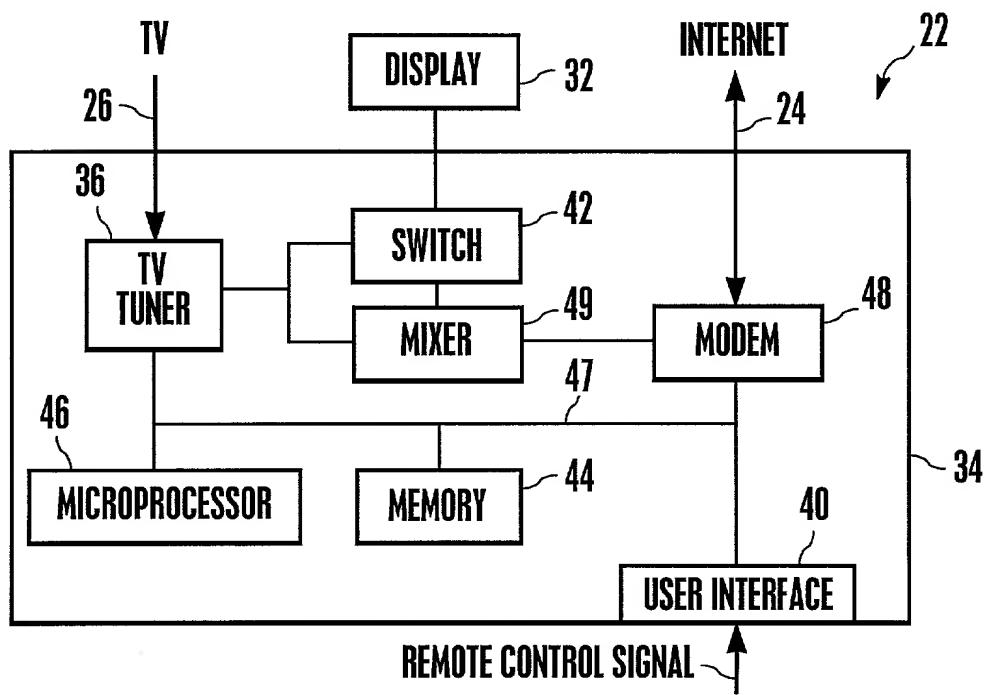
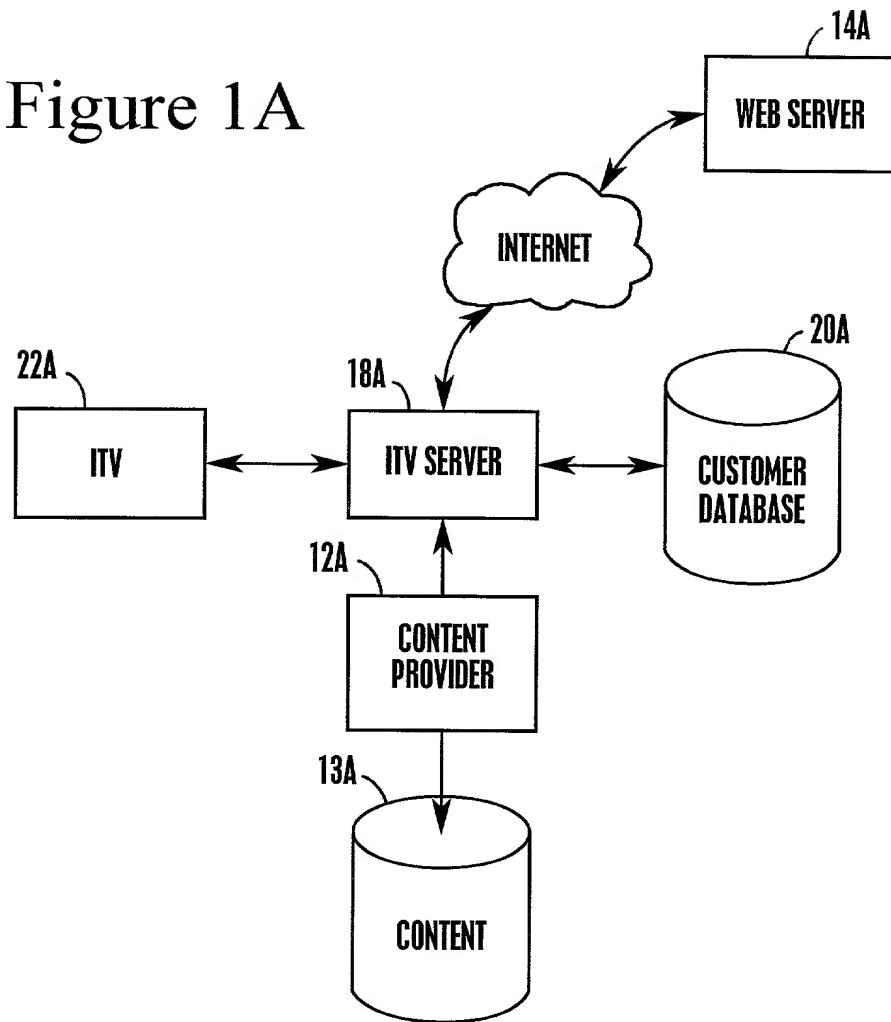


Figure 1A



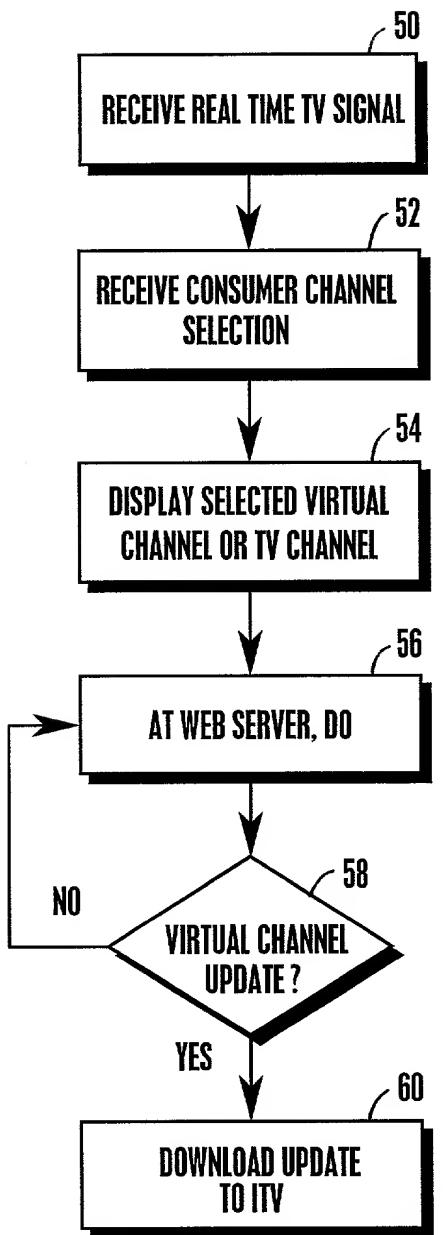


Figure 3
OVERALL METHOD

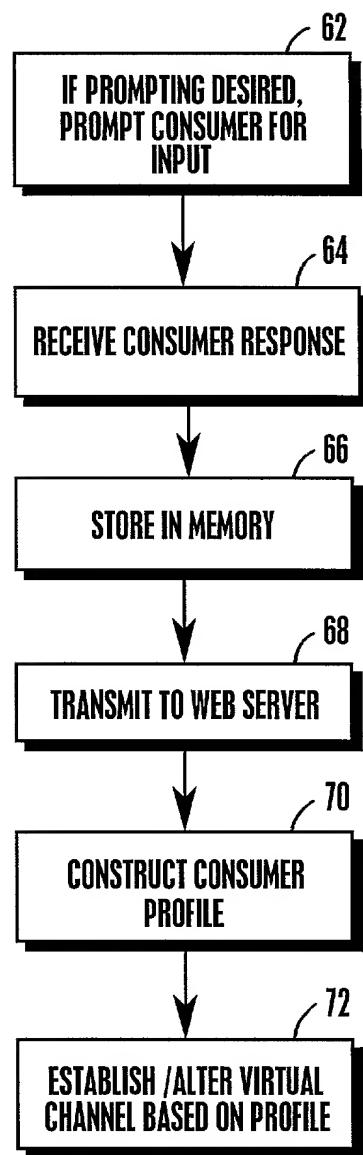


Figure 4
ESTABLISHING CONSUMER PROFILE

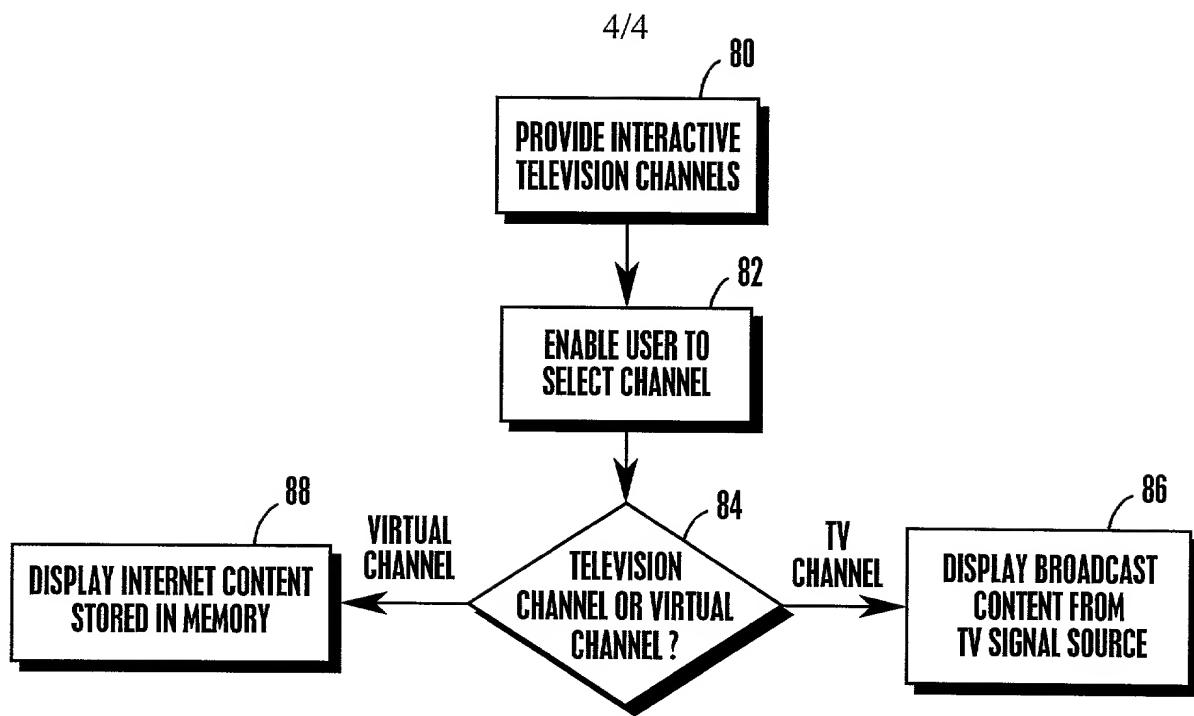


Figure 5

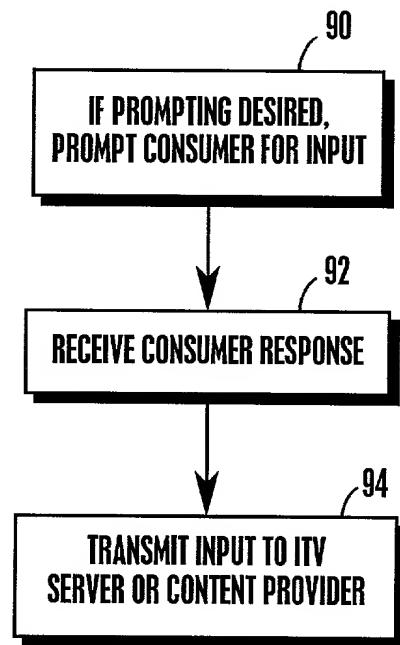


Figure 6